2013 ENERGY STAR® National Building Competition
Talking Points and Messages

Competition Overview

- For the fourth consecutive year, EPA's ENERGY STAR program is hosting the 2013 National Building Competition: *Battle of the Buildings* to help improve the energy efficiency of commercial buildings and protect the environment. Achievements of past competitors are summarized in wrap-up reports at www.energystar.gov/BattleOfTheBuildings

- In the spirit of popular weight-loss competitions, more than 3,200 competitors will battle it out to see who can reduce their energy use the most.

- The teams in the 2013 ENERGY STAR National Building Competition represent more than 25 different types of commercial buildings — such as retail stores, schools, hotels, and warehouses — and hail from all 50 states, two U.S. territories, and the District of Columbia. The competitors range from a General Motors warehouse in Ypsilanti, Michigan, to the St. Louis Cardinals' Busch Stadium in St. Louis, Missouri, to the main campus of the Cleveland Clinic in Cleveland, Ohio.

- The oldest building in the competition is the Robert C. McEwen U.S. Custom House in Ogdensburg, NY, built in 1810, which is also the oldest building within the U.S. General Services Administration's building inventory. A total of 129 competitor buildings are more than 100 years old.

- The average size of buildings in the competition is 159,000 square feet. Combined, competitors represent more than half a billion square feet of floor space.

- Competitors will measure and track their building's monthly energy consumption using EPA's ENERGY STAR online energy tracking tool, Portfolio Manager; make improvements to their building's energy performance; and share their progress. As competitors track their energy use and improve their energy efficiency, many will work toward earning ENERGY STAR certification for their building, which is an indication of superior energy efficiency.

- Previous competitions provided a valuable platform for organizations to test innovative approaches and technologies that can be expanded to entire building portfolios, and they also provided a collection of best practices and public energy performance data that can help inform the commercial building market.

- The competition website www.energystar.gov/BattleOfTheBuildings features a list of competitors as well as tips and links to EPA's existing inventory of ENERGY STAR tools and resources — including a link to EPA's ENERGY STAR Certified Building locator. Finally, the site includes a live Twitter feed and Flickr photo stream through which the competitors can share their progress.

- EPA will recognize an Overall Winner, determined by the percentage-based reduction in energy use achieved from 2012 to 2013. EPA will also recognize a Top Tenant using the same metric, as well as all competitors who reduce energy use by 20% or more from 2012 to 2013. Finally, EPA will recognize a Most Valuable Participant (MVP), determined by both the percentage-based energy reduction *and* their level of communications activity. Competitors will record their communications activity using a scored at www.energystar.gov/BattleOfTheBuildings.

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Commercial Building Energy Use

- Energy use in commercial buildings accounts for nearly 20 percent of total U.S. greenhouse gas emissions and energy use at a cost of more than $100 billion per year.
- On average, 30 percent of the energy used in commercial buildings is wasted.
- The energy we use in the buildings where we work, play, and learn most often comes from the burning of fossil fuels at power plants, which contributes to climate change. The less energy we use, the fewer greenhouse gases we produce.
- Improving energy efficiency is the single best way to eliminate energy waste.
- As consumers, we can do many of the same things we do at home to save energy, like turn off lights and lamps when we leave the room, power down computers when they aren't in use, and unplug the charger from the wall after our cell phone is charged. These small steps can save a lot of energy.
- Engineers can make sure all of the building systems, such as air conditioning, heating, and lighting, are working right, are properly maintained, and upgraded to more efficient technologies when appropriate and cost-effective.

The ENERGY STAR Program

- EPA's ENERGY STAR program has developed a proven approach to assessing, reducing, and comparing the energy use of commercial buildings, summarized in the ENERGY STAR Guidelines to Energy Management and the Building Upgrade Manual. The cornerstone of this approach is to begin by objectively measuring the energy use of buildings.
- Buildings that earn EPA's ENERGY STAR certification consume, on average, 35% less energy than typical buildings and contribute 35% fewer greenhouse gas emissions, while providing the same or better services and comfort.
- ENERGY STAR was started by EPA in 1992 as a market-based partnership to reduce greenhouse gas emissions through energy efficiency. Today, the ENERGY STAR label can be found on more than 60 different kinds of products, as well as new homes and commercial and industrial buildings that meet strict energy-efficiency specifications set by EPA. Last year alone, Americans, with the help of ENERGY STAR, saved $24 billion on their energy bills while reducing greenhouse gas emissions equivalent to 41 million vehicles.
- Learn more at the ENERGY STAR commercial buildings program at www.energystar.gov/buildings, and follow the EPA National Building Competition at www.energystar.gov/BattleOfTheBuildings